



# DM Arts Academy Portfolio

2018





# DM Arts Academy

Founded in Sep. 2012 as stock company under Egyptian Law as part of IT Vision Group the leading digital marketing group since year 2000.



DM Arts also has registration in London and operated in several Arab countries through partners.



# Vision

**COLORIZ**ing  
Marketing Minds  
by Digital Knowledge



# Mission

Deliver digital marketing know how and do how, to  
accelerate corporate branding positioning and  
reach



1 2 3 4 5 6 7 8 9

Years  
Of Success

**Training  
Courses**



**Education  
Program**

**Digital  
Marketing  
Coaching  
&  
Consulting**

  
DM Arts  
academy  
**Services**



**Conferences  
& Events**



# Training Courses

# Public Training

CDM  
Program

Introduction to  
Online  
Advertising

Google  
Advertising

Social Media  
Marketing

Strategic Media  
Planning

Search Engine  
Optimization

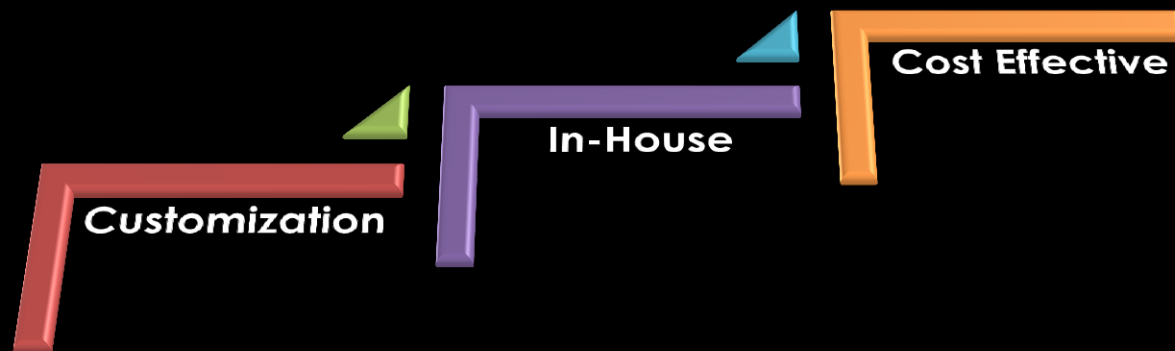
Marketing  
Automation

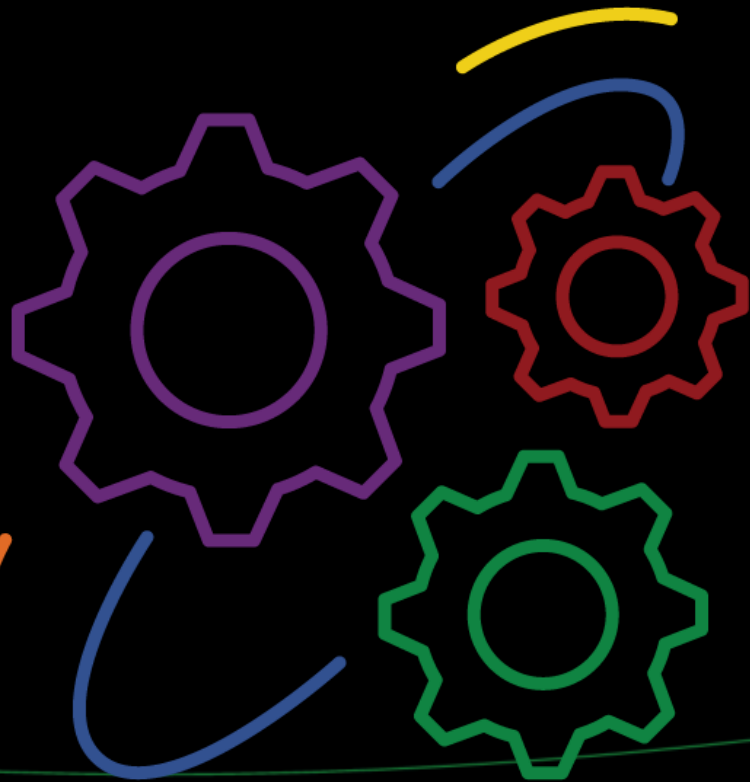
Mobile  
Marketing

Project



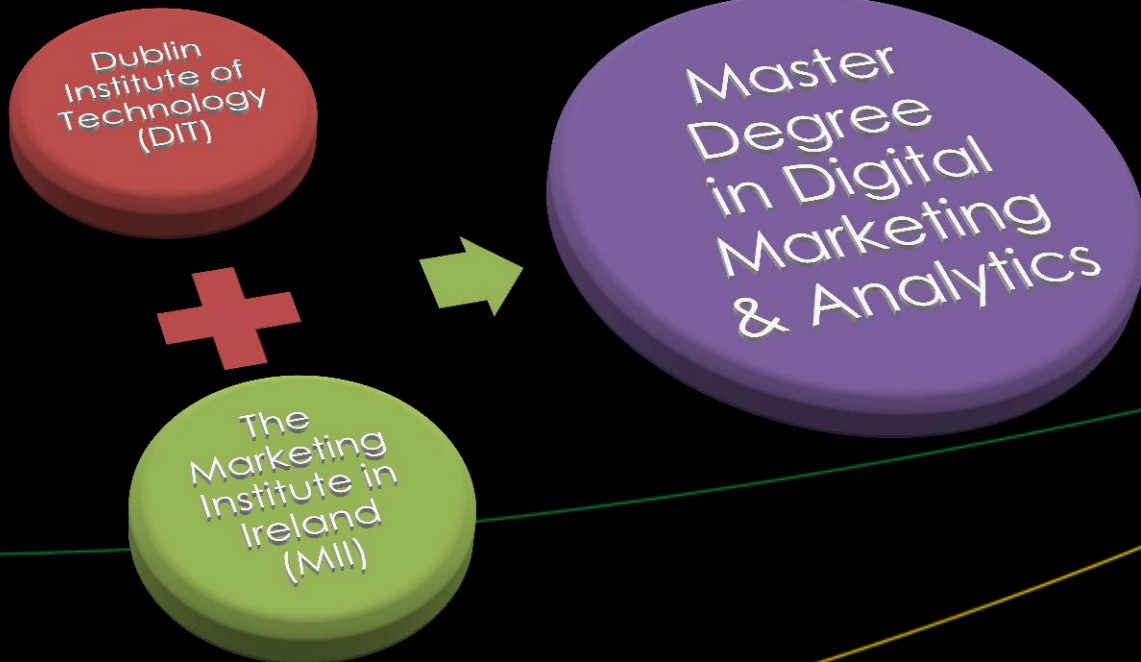
# Corporate Training





# Education Program

# Master Degree



# MSc Digital Marketing & Analytics

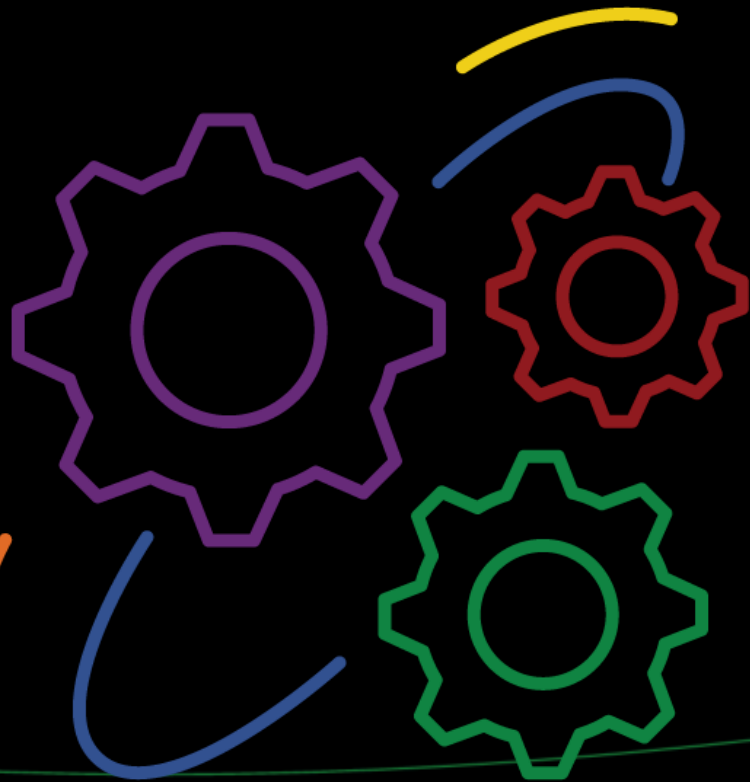
## THE KNOWLEDGE PILLARS

SEMESTERS	DIGITAL MARKETING METRICS & ANALYTICS 25 ECTS	DIGITAL MARKETING STRATEGY 15 ECTS	COMMUNICATIONS 10 ECTS	CONSUMER BEHAVIOUR & RESEARCH 10 ECTS	CREDIT HOURS (Per Semester)	TOTAL CREDIT HOURS	CPD (AWARD)
1st	Digital Metrics & Analytics (1) 5 ECTS	Value-Driven Strategic Marketing 10 ECTS		Consumer-Led Marketing & Research 5 ECTS	20 ECTS	20 ECTS	CPD1 (Award)
2nd	Digital Metrics & Analytics (2) 10 ECTS	Campaign Planning & Budgeting 5 ECTS	Online & Offline Integrated Marketing Communications 5 ECTS		20 ECTS	40 ECTS	CPD2 (Award)
3rd	Predictive Analytics 10 ECTS		Consultancy & Reserch Methods 5 ECTS	Regulation & Governance 5 ECTS	20 ECTS	60 ECTS	CPD3 (Award)
4th	Digital Campaign - Group Project				30 ECTS	90 ECTS	Masters Degree

### \*Digital Marketing Practice and Operations Workshops

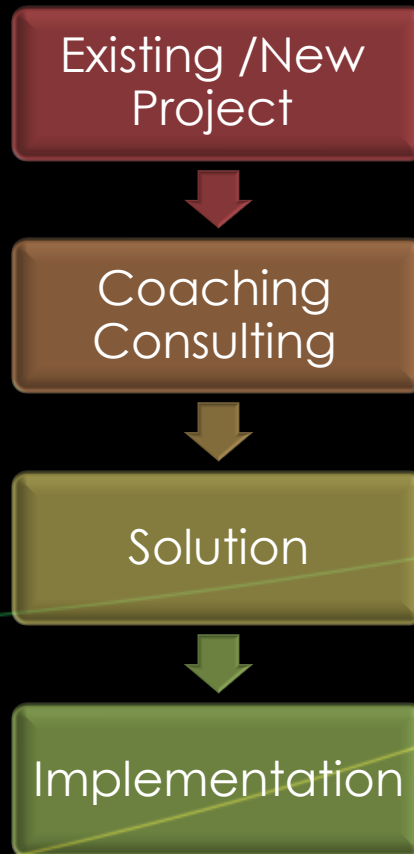
CPD : Continuing Professional Development

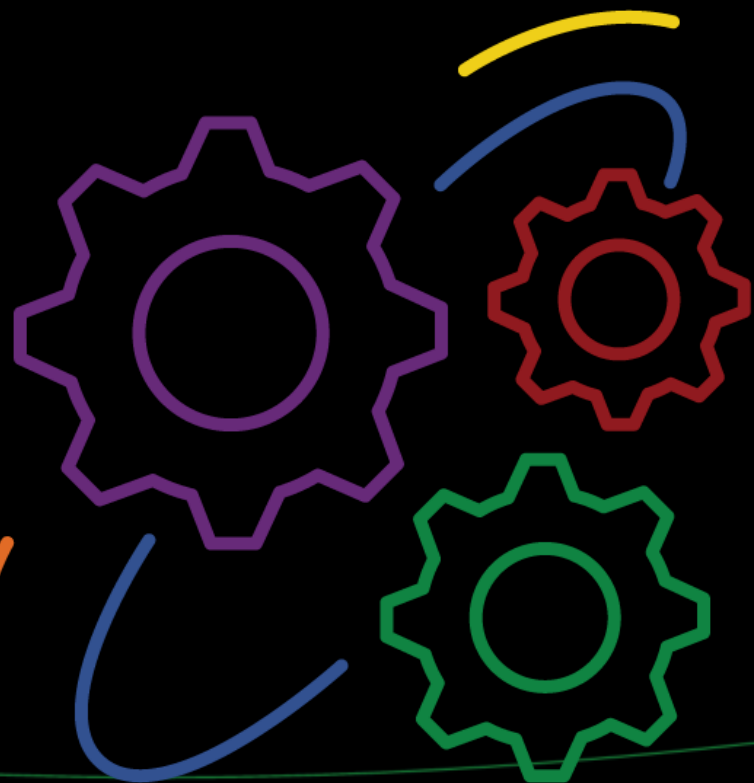
- Website design, usability, management ● PPC/Adwords email, affiliate
- SEO/SEM workshop ● Google analytics ● Social media ● eCommerce ● Mobile marketing
- Strategy ● Digital Entrepreneurship and innovation



# Digital Marketing Coaching & Consulting

# Coaching & Consulting





# Conferences & Events



**400+**

Attendees from top  
brands in Egypt and  
MENA Region



**First Digital Marketing Conference**

9, 10 September 2012, Fairmont Heliopolis, Egypt





Jan Rezab  
CEO



Wael Fakharany  
Regional  
Manager



Hussein Freijeh  
Commercial Director  
Yahoo! Middle East



Osama Moneir  
Radio Mahatet  
Masr



Sherif Barakat  
General Manager  
of Samsung  
Egypt



George Mikaelian  
Client Director &  
Head of Media  
MENA, Nielsen



Chas Sweeting  
Senior Director  
of du, UAE



Amr Waked  
Actor & CEO at  
Zad  
Communication &  
Production LLC



Tarek Nabli  
Online Director of  
Vodafone Egypt



Rania El Bakry  
Digital & Direct  
Communication  
Manager - Mobini



Omar Rostom  
Consumer  
Engagement  
Manager, North  
Africa Nokia



Jacqueline  
Elboghddadi  
communication  
manager, Procter  
& Gamble



Steffen Ehrhardt  
Product Expert  
Google France



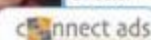
Hany Mwaty  
Brand - Finance



Ahmed Gamal  
El-Dien  
Head of Sales at  
Yahoo! Middle  
East



Mohamed  
Megahed  
Egypt, Levant &  
NA Sales  
Director



Zeid Nasser  
Founder and  
CEO



Cesar  
Christoforidis  
Director of ROW  
Territories



Ahmed Sabry  
CEO, IT Vision



Tamer Alphonse  
Industry Manager  
Google



20+  
First class  
Speakers

**150+** Attendees  
from top brands in Egypt  
and MENA Region



**Digital Marketing Planning Camp**

Sharm el sheikh, **Egypt**



## PR Smith

The founder of the known planning model SOSTAC show us how to implement digital strategies and plans to enhance our marketing efforts.

**Digital Marketing Planning Seminar**

Al Nabil, Amman, **Jordan**



## “David Meerman Scott”

The Master of digital Marketing introduced his bestselling book “The New Rules of Marketing & PR” in its 4<sup>th</sup> edition in a one day seminar on the 30th of October at Doha, Qatar.



“The Rules of Digital Marketing ” Seminar

Ritz Carlton Doha, **Qatar**



# Chuk Martin

The bestselling author covered his book The Third Screen workshop where he showed how businesses can make money from Mobile.

**Mobile Marketing Workshop**

Sheraton , Amman, **Jordan**





**3500+**  
Attendees

**50+**  
International  
Speakers

**12**  
Regional  
Events



**30+**  
Diploma  
Programs



# Our Clients



# Our Clients





# Our Clients

Uber



SONY



lenovo

ORACLE®





# Thank You